

Abstract of the Disclosure

Described is a system and method for matching a customer's offer for travel services with quotes from providers of those travel services in a way that allows the providers to negotiate preferential treatment. An online travel service exchanger receives an offer from a customer for travel services, such as The online travel service exchanger attempts to satisfy airfare. the customer's offer by retrieving from a global distribution system one or more quotes for the identified travel services. Rather than merely requesting quotes from randomly selected airlines, the online travel service exchanger first requests quotes from one preferred airline at a time in descending order of preference until the offer is satisfied. If no preferred airline satisfies the offer, the online travel service exchanger may request quotes from a group of non-preferred airlines. online travel service exchanger then satisfies, if possible, the offer with one of the quotes from the non-preferred airlines.